



Web Images Video News Maps more »

accounting costs "direct mail"

Search

Advanced Scholar Search
Scholar Preferences
Scholar Help

Scholar All articles - Recent articles Results 1 - 10 of about 7,030 for accounting costs "direct ma

[CITATION] Problems and strategies in services marketing

VA Zeltman, A Parasuraman, LL Berry - Journal of Marketing, 1985 - JSTOR

Cited by 646 - Related articles - Web Search

Customer lifetime valuation to support marketing decision making - ►pharmxport.net (en)

FR Dwyer - Journal of Direct Marketing, 1997 - doi.wiley.com

... data from internal sources such as accounting and customer ... each mailing more than covers marginal costs. ... Customer Name Values," in Direct Mail Marketing Manual ...

Cited by 254 - Related articles - Web Search - BL Direct - All 2 versions

[PDF] ►A Framework for Customer Relationship Management

RS Winer - CALIFORNIA MANAGEMENT REVIEW, 2001 - tuta.hut.fi

... data from internal sources such as accounting and customer ... These costs include any that can be broken out ... level, through such efforts as direct mail and sales ...

Cited by 257 - Related articles - Web Search - Library Search - BL Direct

A review of production planning and scheduling in smaller manufacturing companies in the UK

DN Halsall, AP Muhlemann, DHR Price - Production Planning & Control, 1994 - informaworld.com

... volume enter orders by fax, telephone, or direct mail. ... relationship to the centralized Westminster accounting department. ... Costs are based on historical roll-up ...

Cited by 23 - Related articles - Web Search - BL Direct - All 4 versions

Management of Financial Information in Charitable Organizations: The Case of Joint-Cost Allocations

CL Jones, AA Roberts - The Accounting Review, 2006 - atyon-link.com

... 87-2, Accounting for Joint Costs of Informational Materials ... 87-2 applied to costs that were incurred when ... an activity— such as a direct-mail campaign—to ...

Cited by 14 - Related articles - Web Search - Library Search - BL Direct - All 3 versions

Farm tractors and mandatory roll-over protection retrofits: potential costs of the policy in New

... - ►ajph.org [PDF]

TW Kelsey - American Journal of Public Health, 1991 - Am Public Health Assoc

... percent of fatal agricultural accidents,2 with roll- overs typically accounting for over ... The potential economic cost per life saved from such a policy in New ...

Cited by 20 - Related articles - Web Search - Library Search - All 6 versions

[PDF] ►FRAME ALIGNMENT PROCESSES, MICROMOBILIZATION, AND MOVEMENT PARTICIPATION

EB Rochford Jr, DA Snow, SKWRD Benford, S Movements ... - American Sociological Review, 1986 - nd.edu

... good deal of time together accounting and recounting ... regardless of variability in the costs or risks ... networks, the mass media, the telephone, and direct mail ...

Cited by 1180 - Related articles - Web Search - All 3 versions

[CITATION] Factors Affecting Coupon Redemption Rates

DJ Reibstein, PA Traver - Journal of Marketing, 1982 - JSTOR

Cited by 41 - Related articles - Web Search

Charitable Organizations' Strategies and Program-Spending Ratios

WR Baber, AA Roberts, G Visvanathan - Accounting Horizons, 2001 - atyon-link.com

... First, the relatively high costs of direct mail and telephone ... Both the Internal Revenue Service and Generally Accepted Accounting Principles (GAAP) require ...

Cited by 12 - Related articles - Web Search - BL Direct - All 2 versions

Automated purchase reward accounting system and method

J Schultz, D Irion - US Patent 5,056,019, 1991 - freepatentsonline.com

Title: Automated purchase reward accounting system and ... the public through newspapers, magazines and direct mail. ... coupons from collectors at prices below their ...

Cited by 38 - Related articles - Web Search - All 2 versions

Key authors: [V Zeithaml](#) - [E Rochford](#) - [T Malone](#) - [A Parasuraman](#) - [L Berry](#)

Google

Result Page: 1 2 3 4 5 6 7 8 9 10 Next

accounting costs "direct mail"

Search

[Google Home](#) - [About Google](#) - [About Google Scholar](#)

©2008 Google